

# NEIGHBORHOOD PLANNING FOR COMMUNITY REVITALIZATION

Mississippi Corridor Neighborhood  
Coalition (MCNC) Environmental  
Inventory Report

A CONSORTIUM PROJECT OF: Augsburg College; College of St. Catherine; Concordia University; Hamline University; Macalester College; Metropolitan State University; Minneapolis Community and Technical College; Center for Urban and Regional Affairs (CURA) at the University of Minnesota; University of St. Thomas; and Minneapolis community and neighborhood representatives.

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Coalition (MCNC) Environmental  
Inventory Report**

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July, 2002**

*This report (NPCR 1188) is also available on the CURA website:  
[www.cura.umn.edu/search/index.php](http://www.cura.umn.edu/search/index.php)*

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Neighborhood Planning for Community Revitalization (NPCR) supported the work of the author of this report but has not reviewed it for publication. The content is solely the responsibility of the author and is not necessarily endorsed by NPCR.

NPCR is coordinated by the Center for Urban and Regional Affairs at the University of Minnesota. NPCR is supported by grants from the U.S. Department of Housing and Urban Development's East Side Community Outreach Partnership Center, the McKnight Foundation, Twin Cities Local Initiatives Support Corporation (LISC), the St. Paul Foundation, and The St. Paul.

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# **Mississippi Corridor Neighborhood Coalition (MCNC)**

## **Environmental Inventory Report**

- **Identify** the thirty largest TRI polluters as identified by MCNC
- **Research** air emissions data for each company
- **Take** photos of each company
- **Upload** information to MCNC's website

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**Macalester College**

**07/07/02**

# Goals

- Gather company profile information for the thirty largest TRI polluters as identified by MCNC
- Research air emissions data for each company
- Take photos of each company
- Upload inventory as a web page on MCNC's web site

# Methods

- I found company profile information from the Minnesota Manufacturers' Directory (2002) located at the University of St. Thomas Library
- I found data on company air emissions at the MPCA website
- I created the inventory website using Netscape Composer and uploaded it onto MCNC's website (<http://www.mcnc-mpls.org/environment.php>)



# Limitations

- It took a long time to decide on which thirty companies to include in the Inventory
- Not all the thirty companies researched in the inventory had air emissions information from the MPCA
- At the date of completion the Inventory website was still not finished with the photos and information about each company's air emission history not yet uploaded

# Recommended Steps for Improvement

- Design a home page for the Environmental Inventory whereby viewers can search for companies by zip code
- Create a link to the listing of companies in alphabetical order
- Provide a helpful links page of websites for viewers to access information about companies, chemicals and their health effects
- Include information about each company's air emission compliance record
- Insert a counter on the Environmental Inventory home page to keep track of how many viewers access the site
- Create a viewer comments page that includes their name, address, views about the site and whether or not they wish to be involved in a community organizing effort to persuade companies to reduce their emissions



Make contact with each company in the inventory inquiring whether they have initiated an air emissions reduction program

Pros

Cons

## Recommended Steps for Further Action

- Direct approach to receiving a qualified response

- Considerable amount of time to get in contact with a company representative
- Company could say they are in the process of implementing a emissions reduction program just to satisfy neighborhood group and then not follow through

## **Make contact with each company in the Inventory inquiring whether they have initiated an air emissions reduction program**

### **Pros**

- Puts pressure on each company to implement an emissions reduction program
- Direct approach to receiving a qualified response

### **Cons**

- Unlikely to speak to high level company official regarding his or her view on the matter
- Could take a considerable amount of time to get in contact with a company representative
- Company could say they are in the progress of implementing a emissions reduction program just to satisfy neighborhood group and then not follow through



Create a community action group from the list of names on the viewer comments page to write letters to the state, MPCA and the companies themselves requesting to reduce their emissions

### Pros

- Illustrates direct involvement from community residents
- Creates a swirl of bad publicity for the company that could very likely tarnish its reputation
- The formation of a community action group implies that there is a long-term approach to persuading companies to reduce their emissions levels
- If there is a considerable amount of support from the community residents, their views could be heeded

### Cons

- Companies could make a public statement saying that they are in the process of reducing emissions, thereby alleviating out lash from community residents
- It took take a long time to receive a response from the state, agencies such as the MPCA or the companies themselves



Start a media campaign (newspapers, TV)  
highlighting high emissions levels and violations of  
air permit regulations by companies

Pros

- Large scale media attention could drum up support from state legislature to enforce companies to comply with air permit regulations
- Publicity through different medians could attract a widespread audience

Cons

- Media campaign would involve a considerable amount of time and money to implement
- Extensive action would have to be taken after the campaign was over to keep up the pressure on the companies

*Encourage other neighborhood groups to create their own Environmental Inventory using a similar format to that of MCNC's so that all communities can begin holding their respective companies responsible for rising air emissions*

Pros

- Collaborate thoughts and resources between neighborhood groups in the Twin Cities on how best to persuade companies to reduce emissions levels
- Provide information to all neighborhoods in the Twin Cities about the types of emissions that companies release in their area

Cons

- May take a long time for each neighborhood to have their own Environmental Inventory website up and running



# Conclusion

- I enjoyed working with the MCNC staff to put together this Inventory from deciding which companies to assess to designing how the website should look
- The advantages of creating an Inventory website are that it is easy to access, can be updated regularly, has links to other useful sites and contains information in a summary format
- Creating the website is an important first step towards holding companies accountable for the air emissions record